

Business Matters

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Library Launches Business Website

Finding local business information on the web and in the library will get much easier now.

The Seminole County Public Library System proudly launched the new business website, *Business Matters*, in April 2005. Designed primarily for use by small business owners, the website also serves business students and other library customers who are looking for local and regional business information.

... serving the Library's business customers, in a way that exceeds expectations....

The *Business Matters* website provides one-stop access to a collection of various business resources and services.

BUSINESS RESOURCES

The *Business Matters* website helps the business customer easily find electronic and print business

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Business Services... What's that?

Library sharpens the focus on special customers: small businesses owners

What do you think of when you think of library services and library customers? Toddlers and moms coming for storytime? Retirees stopping in to pick up the latest bestseller novels? School kids hanging out and using a reference encyclopedia for their homework assignment? Entrepreneurs digging for market research data? All of the above?

The Library serves many types of customers including the small business owners in Seminole County. To sharpen the focus on serving the business customer, Seminole County Public Library System brought Ginny Howerton on board as Business Services Program Manager in 2004.

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Ginny Howerton coordinates Business Matters and other library services to Seminole County small businesses.

Library Launches Business website...

resources, such as:

- ☐ Business books, journals & newspapers
- ☐ Small business start-up information
- ☐ Investment resources
- ☐ Demographics & economic statistics

All of the above and more are available with a click of the mouse.

Users can browse the business Internet guide for dozens of carefully selected websites on topics like banking, commerce and trade, insurance, and small business.

In the Explore-a-Topic category, customers will find pathfinders for conducting library research on topics like:

- ☐ Companies
- ☐ Foundation & grants
- ☐ Hispanic business
- ☐ Marketing a small business.

BUSINESS SERVICES

The *Business Matters* website devotes an entire section to business services in the hope that users will be served in ways that exceed their expectations. Some of the business services listed are:

- ☐ business bestseller lists to keep up with the hottest new business bestsellers.
- ☐ an email business book club where users can spend just five minutes a day reading excerpts from a timely book on marketing or customer service.
- ☐ seminars on business start-up basics.

Library business customers are urged to take advantage of *Business Matters* on the web. Your business does matter to the Seminole County Public Library■

www.seminolecountyfl.gov/library/business

Scoping out the Competition with



With our business database, ReferenceUSA, staying on top of your competition has gotten a little easier. A directory listing of 12 million U. S. companies, ReferenceUSA gives you the ability to search for businesses using various criteria.

- ☆ Zero in on all the nail salons in Oviedo, or insurance agencies in Lake Mary, or retail book dealers in 32771
- ☆ Find the tree service companies with sales over \$500,000 in Seminole County
- ☆ Get a list of owners of pet grooming establishments in the Orlando MSA
- ☆ Compile a mailing list of builders of single-family residences in Volusia County

Check it out in the Library or from home■

www.seminolecountyfl.gov/library

Small Business Seminars Soar!

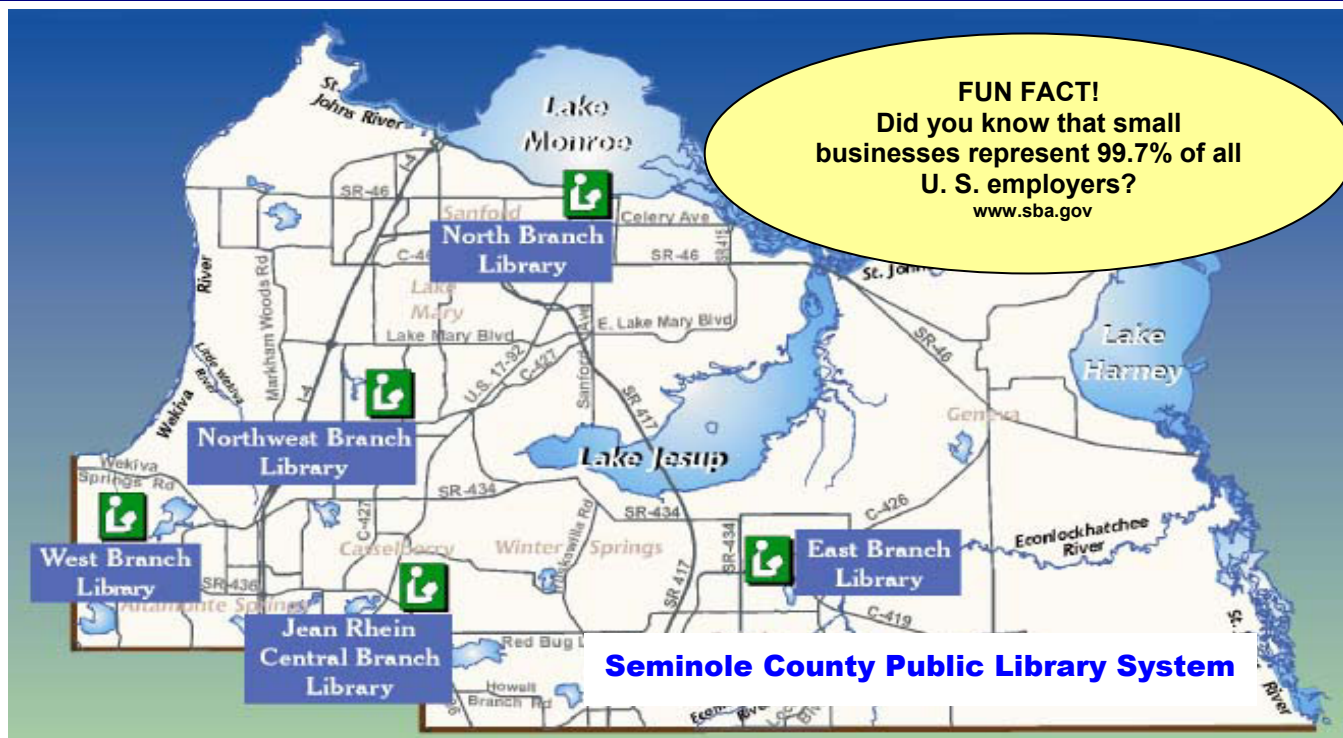


Check out the very popular and *free* Small Business Seminars offered this spring:

BUSINESS STARTUP BASICS

**UNDERSTANDING & WRITING
YOUR BUSINESS PLAN**

[Register online.](#)



Calendar of Events

April 5, 2005 Tuesday, 7:00 - 8:30 pm
Understanding & Writing Your Business Plan
Central Branch - Casselberry

April 19, 2005 Tuesday, 7:00 - 8:30 pm
Business Start-up Basics
East Branch - Oviedo

April 29, 2005 Friday, 10:00 - 11:30 am
Business Start-up Basics
Northwest Branch - Lake Mary

May 10, 2005 Tuesday, 7:00 - 8:30 pm
Understanding & Writing Your Business Plan
East Branch - Oviedo

May 20, 2005 Friday, 10:00 - 11:30 am
Understanding & Writing Your Business Plan
Northwest Branch - Lake Mary

For more information, contact: Ginny Howerton,
 Business Services Program Manager, 407-665-1503,
 or [email](mailto:VHowerton@seminolecountyfl.gov), VHowerton@seminolecountyfl.gov.

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Business Services...what's that?

Just what kinds of things does a Business Services Program Manager do? In the first six months on the job, Ginny has been responsible for quite a few projects, including designing and launching the new Business Matters website, speaking to community groups, and co-teaching small business seminars.

Seminole County Public Library System plans to actively serve our business customer in innovative and useful ways.■

Seminole County Public Library System

Monday – Thursday, 9:00 am - 9:00 pm

Friday – Saturday, 9:00 am - 5:00 pm

Sunday, 1:00 - 5:00 pm

CONTACT INFORMATION

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